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AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of communicating in a wireless communication system having a plurality of mobiles, the method comprising:

designating at least one of marketing and/or advertisement or advertising information based on information stored in a database and associated with goods and services provided by at least one entity entities having an agreement with a provider of the wireless communication system;

determining whether a received mobile identification is stored in a visitor location register;

designating a user of the mobile as a visitor to a location of the mobile based on a history of the mobile identification in the visitor location register; and

transmitting the at least one of the marketing and/or or advertising information to the mobile if the user is designated as a visitor to the location of the mobile.

2. (Currently Amended) The method of claim 1, ~~where the step of transmitting the marketing and/or advertising information comprises:~~

~~determining whether a received identification number is stored in a visitor location register (VLR); and~~

~~designating a mobile based on a history of the mobile's identification number stored comprising storing the history of the mobile identification in the visitor location register in a VLR visitor location register database.~~

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3. (Currently Amended) The method of claim 1 where ~~the system designates marketing and/or, comprising designating the at least one of the marketing or advertising information for a mobile~~ the mobile based on the mobile's current location.

4. (Currently Amended) The method of claim 1 where ~~the marketing and/or, comprising transmitting the at least one of the marketing or advertising information is transmitted over a signaling channel of the communication system.~~

5. (Currently Amended) The method of claim 1 where the at least one of the marketing and/or advertisement or advertising information is arranged in a format and transmitted as per a protocol being followed by the communication system.

6. (Currently Amended) The method of claim 1 where ~~the transmission of the marketing and/or advertising information is postponed until a mobile whose identification number located in a home location register (HLR) or a visitor location register (VLR) was used to designate the marketing and/or advertising information, comprising postponing the transmitting until the mobile is in idle mode.~~

7. (Currently Amended) The method of claim 1 where the transmitted at least one of marketing and/or advertisement or advertising information is based on information stored in a visitor ~~the visitor~~ location register (VLR) and at least one database in communication with the system.

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8. (Currently Amended) The method of claim 1 where ~~at least one of the mobiles is~~
mobile comprises a cellular phone or a wireless computer.

9. (Currently Amended) A method of communicating in a wireless communication system, the method comprising the steps of:

~~transmitting an identification number~~ a mobile identification; and

receiving, at the mobile corresponding to the transmitted mobile identification, at least one of marketing and/or or advertising information as designated by the identification number, where the marketing and/or advertising information that is associated with goods and services provided by at least one entity/entities having an agreement with a provider of the wireless communication system if the mobile identification is currently in a visitor location register and a history of the mobile identification in the visitor location register indicates that a user of the mobile is a visitor to a current location of the mobile.

10. Cancelled.

11. (Currently Amended) The method of claim 9 where ~~the marketing and/or at least one of the marketing or~~ advertising information is arranged in a format and transmitted as per a protocol being followed by the communication system.

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12. (Currently Amended) The method of claim 9 ~~where the reception of the marketing and/or advertising information is postponed until a mobile whose identification number located in a visitor location register (VLR) was used to designate the marketing and/or advertising information, comprising postponing receiving the at least one of the marketing or advertising information at the mobile until the mobile is in idle mode.~~

13. (Currently Amended) The method of claim 9 where the ~~transmitted marketing and/or received at least one of marketing or advertising information is based on information stored in a visitor location register (VLR)~~ the visitor location register and at least one database in communication with the system.

14. Cancelled.

15. Cancelled.

16. Cancelled.

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17. (Currently Amended) A method of communicating, comprising ~~The method of claim 16, comprising~~

determining if an identification of a mobile is currently in a wireless communication system
visitor location register associated with a location of the mobile;

determining a history of the identification within the visitor location register; and

determining whether the user a user of the mobile is a visitor to the location based upon the
determined history; and

transmitting marketing information to the mobile if the user of the mobile is determined to
be a visitor to the location, the marketing information is regarding at least one of a product or
service that is distinct from wireless communications provided by a wireless communication system
being accessed by the mobile and the marketing information is intended for a visitor to an area
including the location.

18. (Previously Presented) The method of claim 17, comprising

determining that the user of the mobile is a visitor to the location if the determined history
indicates use of the identification in the visitor location register that is below a threshold; and

determining that the user of the mobile is not a visitor to the location if the determined
history indicates use of the identification in the visitor location register that is above the threshold.

19. (Previously Presented) The method of claim 18, wherein the threshold indicates at
least one of a number of times or an amount of time that the identification is in the visitor location
register within a recent time frame of a selected duration.

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20. (Currently Amended) The method of ~~claim 15~~claim 17, comprising
determining whether the mobile is idle; and
only transmitting the marketing information to the mobile when the mobile is idle.
21. (New) The method of claim 1, comprising
determining that the user of the mobile is a visitor to the location if the history indicates use
of the identification in the visitor location register that is below a threshold; and
determining that the user of the mobile is not a visitor to the location if the history indicates
use of the identification in the visitor location register that is above the threshold.
22. (New) The method of claim 21, wherein the threshold indicates at least one of a
number of times or an amount of time that the identification is in the visitor location register within
a recent time frame of a selected duration.